

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the above identified application:

Claims 36-67 (Canceled).

Claim 68 (new): A lamp, comprising:

a substrate having a channel formed therein, the channel having at least a first end and a second end and comprising a plurality of adjacent channel segments configured in series with one another, each channel segment having at least a first end and a second end and configured to emit light in response to an activation voltage being applied between its first and second ends; and

a plurality of activation electrodes coupled to the channel and adapted to couple to a lamp activation power supply,

wherein:

- (i) each channel segment shares either its first end or its second end with the second end or first end, respectively, of its adjacent channel segment, to thereby form a common activation electrode area therebetween,
- (ii) at least one activation electrode is coupled to each end of the channel, and
- (iii) at least one activation electrode is coupled to each common electrode area,

Claim 69 (new): The lamp of Claim 68, wherein an activation voltage potential of equal magnitude is applied between each of the channel segment first and second ends.

Claim 70 (new): The lamp of Claim 68, further comprising:

a plurality of sidewalls coupled to the substrate; and  
a lid coupled to each sidewall to form an enclosure having an interior surface.

Claim 71 (new): The lamp of Claim 70 further comprising:

a reflective material applied to at least a portion of the enclosure interior surface.

Claim 72 (new): The lamp of Claim 71, wherein the reflective material comprises at least one of aluminum and ceramic.

Claim 73 (new): The lamp of Claim 70, further comprising:  
a fluorescent material disposed within the enclosure.

Claim 74 (new): The lamp of Claim 68, wherein the channel is serpentine in shape.

Claim 75 (new): The lamp of Claim 68, wherein the lamp is configured as a flat lamp.

Claim 76 (new): The lamp of Claim 68, wherein at least a portion of the channel has an asymmetrical cross-section.

Claim 77 (new): The lamp of Claim 68, wherein:  
the channel comprises  $n$  conjoined channel segments configured along  $m$  parallel paths;  
 $n$  is greater than two; and  
 $m$  is greater than one.

Claim 78 (new): The lamp of Claim 77, wherein:  
the  $m$  parallel paths share at least one common end; and  
at least one of the activation electrodes is coupled to the channel at the at least one common end.

Claim 79 (new): In a lamp including a substrate having a channel formed therein, the channel having at least a first end and a second end and comprising a plurality of adjacent channel segments configured in series with one another, each channel segment having at least a first end and a second end and configured to emit light in response to an activation voltage being applied between its first and second ends, a method of starting and operating a lamp, comprising the steps of:

applying an activation voltage of a magnitude between the first and second ends of each channel segment.

wherein the magnitude of the activation voltage applied between each channel segment first and second ends is substantially equal.